

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT CREATIVE, INC.

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See the hole at the end of  
our cigarette?

It keeps your lips from  
touching the tar that builds up  
on the end of the filter.

Which is why Parliament  
Lights are so tastefully light.

And with this single stroke of  
genius, Parliament Lights has  
all those flush filter cigarettes  
aced out.

Available in  
Soft Pack, Box  
and 10's.



Only Parliament Lights has  
the famous recessed filter.

Soft Pack: 9 mg "tar," 0.7 mg nicotine—Box: 10 mg "tar,"  
0.7 mg nicotine—100's: 12 mg "tar,"  
0.8 mg nicotine av. per cigarette, FTC Report Dec. 78

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

